

Rep Order# 6853834 Ver# 1 Status New Traffic Order# Printed: 09/18/2012 6:16 PM 1 of 7

EC'd Yes Last Received: 09/18/2012 5:07 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () GMMB Rep Firm
Advertiser () OBAMA FOR AMERICA 3050 K ST NW Sales Office () PHILADELPHIA
Product BARACK OBAMA WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1536 Agency C/P1/P2/E 95/101/1536 Salesperson Phone# 215-567-6005
Buyer DAN NAGELBERG Flight Dates 09/25/2012 - 10/01/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

--- CONTRACT COMMENT ---

CLIENT: OBAMA FOR AMERICA SC=*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$59,205
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$150.00	09/25-09/28	6	1	6	\$900.00	
	2	M	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$300.00	10/01-10/01	2	1	2	\$600.00	
	3	TU-F	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$125.00	09/25-09/28	6	1	6	\$750.00	
	4	M	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$125.00	10/01-10/01	2	1	2	\$250.00	
	5	TU-F	11A-12P	Buyline Comment: HAMPTON ROADS SHOW	:30	\$50.00	09/25-09/28	6	1	6	\$300.00	
	6	M	11A-12P	Buyline Comment: HAMPTON ROADS SHOW	:30	\$50.00	10/01-10/01	2	1	2	\$100.00	
	7	TU-F	12P-1P	Buyline Comment: NOON NEWS	:30	\$75.00	09/25-09/28	6	1	6	\$450.00	
	8	M	12P-1P	Buyline Comment: NOON NEWS	:30	\$75.00	10/01-10/01	2	1	2	\$150.00	

EC'd Yes Last Received: 09/18/2012 5:07 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () GMMB Rep Firm
Advertiser () OBAMA FOR AMERICA 3050 K ST NW Sales Office () PHILADELPHIA
Product BARACK OBAMA WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1536 Agency C/P1/P2/E 95/101/1536 Salesperson Phone# 215-567-6005
Buyer DAN NAGELBERG Flight Dates 09/25/2012 - 10/01/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	TU-F	1P-2P	Days of Our Lives	:30	\$150.00	09/25-09/28	6	1	6	\$900.00	
				Buyline Comment: DAYS OF OUR LIVES								
	10	M	1P-2P	Days of Our Lives	:30	\$150.00	10/01-10/01	2	1	2	\$300.00	
				Buyline Comment: DAYS OF OUR LIVES								
	11	TU-F	2P-3P	The Doctors	:30	\$50.00	09/25-09/28	6	1	6	\$300.00	
				Buyline Comment: THE DOCTORS								
	12	M	2P-3P	The Doctors	:30	\$50.00	10/01-10/01	2	1	2	\$100.00	
				Buyline Comment: THE DOCTORS								
	13	TU-F	3P-4P	Maury Povich	:30	\$125.00	09/25-09/28	6	1	6	\$750.00	
				Buyline Comment: MAURY POVICH								
	14	M	3P-4P	Maury Povich	:30	\$100.00	10/01-10/01	2	1	2	\$200.00	
				Buyline Comment: MAURY POVICH								
	15	TU-F	4P-5P	Anderson Cooper	:30	\$125.00	09/25-09/28	6	1	6	\$750.00	
				Buyline Comment: ANDERSON COOPER								
	16	M	4P-5P	Anderson Cooper	:30	\$125.00	10/01-10/01	2	1	2	\$250.00	
				Buyline Comment: ANDERSON COOPER								
	17	TU-F	5A-6A	Early AM News	:30	\$300.00	09/25-09/28	6	1	6	\$1,800.00	
				Buyline Comment: EARLY AM NEWS								
	18	M	5A-6A	Early AM News	:30	\$150.00	10/01-10/01	2	1	2	\$300.00	
				Buyline Comment: EARLY AM NEWS								
	19	TU-F	6A-7A	AM News	:30	\$700.00	09/25-09/28	6	1	6	\$4,200.00	
				Buyline Comment: AM NEWS								

Rep Order# 6853834 Ver# 1 Status New
EC'd Yes

Traffic Order#

4 of 7

Printed: 09/18/2012 6:16 PM
Last Received: 09/18/2012 5:07 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1536
Buyer DAN NAGELBERG
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	31	SU	9A-10A	MEET THE PRESS	:30	\$1,200.00	09/30-09/30	1	1	1	\$1,200.00	
				Buyline Comment: MEET THE PRESS								
	32	TU-F	5P-530P	5PM NEWS	:30	\$350.00	09/25-09/28	4	1	4	\$1,400.00	
				Buyline Comment: 5PM NEWS								
	33	M	5P-530P	5PM NEWS	:30	\$350.00	10/01-10/01	1	1	1	\$350.00	
				Buyline Comment: 5PM NEWS								
	34	TU-F	530P-6P	530PM NEWS	:30	\$350.00	09/25-09/28	4	1	4	\$1,400.00	
				Buyline Comment: 530PM NEWS								
	35	M	530P-6P	530PM NEWS	:30	\$350.00	10/01-10/01	1	1	1	\$350.00	
				Buyline Comment: 530PM NEWS								
	36	TU-F	6P-630P	6PM NEWS	:30	\$800.00	09/25-09/28	4	1	4	\$3,200.00	
				Buyline Comment: 6PM NEWS								
	37	M	6P-630P	6PM NEWS	:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
				Buyline Comment: 6PM NEWS								
	38	SU	6P-7P	SUNDAY 6PM NEWS	:30	\$300.00	09/30-09/30	2	1	2	\$600.00	
				Buyline Comment: SUNDAY 6PM NEWS								
	39	TU-F	1135P-1235A	THE TONIGHT SHOW	:30	\$150.00	09/25-09/28	4	1	4	\$600.00	
				Buyline Comment: THE TONIGHT SHOW								
	40	M	1135P-1235A	THE TONIGHT SHOW	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
				Buyline Comment: THE TONIGHT SHOW								
	41	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$350.00	09/29-09/29	1	1	1	\$350.00	
				Buyline Comment: SATURDAY NIGHT LIVE								

Last Received: 09/18/2012 5:07 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
 Advertiser () OBAMA FOR AMERICA
 Product BARACK OBAMA
 Estimate# 1536
 Buyer DAN NAGELBERG
 Phone#
 Fax#

Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 95/101/1536
 Flight Dates 09/25/2012 - 10/01/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () ANJIE BRADY
 Salesperson Phone# 215-567-6005
 Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	53	F	9P-10P	GRIMM	:30	\$1,000.00	09/28-09/28	2	1	2	\$2,000.00	
			Buyline Comment: GRIMM									
	54	SA	8P-11P	DRAMA ENCORES	:30	\$100.00	09/29-09/29	4	1	4	\$400.00	
			Buyline Comment: DRAMA ENCORES									
	55	TU-F	1235A-135A	JIMMY FALLON	:30	\$60.00	09/25-09/28	3	1	3	\$180.00	
			Buyline Comment: JIMMY FALLON									
	56	SU	815P-1130P	SUNDAY NIGHT FOOTBALL	:30	\$2,500.00	09/30-09/30	1	1	1	\$2,500.00	
			Buyline Comment: SUNDAY NIGHT FOOTBALL									
	57	SU	7P-815P	FOOTBALL NIGHT IN AMERICA	:30	\$700.00	09/30-09/30	1	1	1	\$700.00	
			Buyline Comment: FOOTBALL NIGHT IN AMERICA									
	58	TU	8P-9P	THE VOICE	:30	\$1,200.00	09/25-09/25	2	1	2	\$2,400.00	
			Buyline Comment: THE VOICE									
	59	TU	9P-10P	GO ON/THE NEW NORMAL	:30	\$1,200.00	09/25-09/25	1	1	1	\$1,200.00	
			Buyline Comment: GO ON/THE NEW NORMAL									
	60	W	9P-11P	LAW & ORDER: SVU	:30	\$1,000.00	09/26-09/26	2	1	2	\$2,000.00	
			Buyline Comment: LAW & ORDER: SVU									
	61	SU	12A-1A	LEVERAGE	:30	\$15.00	09/30-09/30	1	1	1	\$15.00	
			Buyline Comment: LEVERAGE									

---REPORT TOTALS---

Report Totals: 169 / \$59,205.00

Rep Order# 6853834 Ver# 1 Status New Traffic Order# Printed: 09/18/2012 6:16 PM 7 of 7

EC'd Yes Last Received: 09/18/2012 5:07 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () GMMB Rep Firm
Advertiser () OBAMA FOR AMERICA 3050 K ST NW Sales Office () PHILADELPHIA
Product BARACK OBAMA WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1536 Agency C/P1/P2/E 95/101/1536
Buyer DAN NAGELBERG Flight Dates 09/25/2012 - 10/01/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

---SALES MONTHLY TOTALS---

Sep 12: 138 / \$48,955.00 Oct 12: 31 / \$10,250.00

Sales Totals: 169 / \$59,205.00

Station Totals: 169 / \$59,205.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$185,016	CATV 0%	WAVY 32%	WGNT 3%	WPXV 0%	WTKR 14%
		WTVZ 7%	WVBT 23%	WVEC 21%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE